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ABSTRACT OF THE DISCLOSURE

A program distribution system enabling a user to easily buy a program includes a video server for storing a plurality of distributable programs, and a video on demand controller which receives a request for the distribution of a distributable program from an integrated receiver decoder. The distribution request is formed in a free-style text format described in the arbitrary style of the user of the receiver decoder. The controller compares a word described in the distribution request with each title of the distributable programs stored in the video server, and if a title that corresponds to the word described in the distribution request is found, the controller reads out the corresponding distributing program from the video server and distributes it to the receiver decoder.

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